



COUNTY OF LOS ANGELES
Public Health

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Director and Health Officer

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October 6, 2009

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

SUBJECT: **NOTIFICATION OF USE OF DELEGATED AUTHORITY BY THE DEPARTMENT OF PUBLIC HEALTH TO EXECUTE AGREEMENT WITH CLEAR CHANNEL COMMUNICATIONS FOR PUBLIC HEALTH PREPAREDNESS AND RESPONSE FOR BIOTERRORISM**

This is to inform you that I am exercising your Board's delegated authority of July 29, 2008, to execute new service agreements related to bioterrorism response and public health emergency preparedness funded by the Centers for Disease Control and Prevention (CDC), with the contract maximum obligation not to exceed \$500,000 per service agreement, subject to review and approval by County Counsel and the Chief Executive Office (CEO) and notification of the Board offices.

Earlier this year, a public health emergency was declared by the United States Department of Health and Human Services (HHS) as the result of the detection of 20 known cases of individuals infected by swine origin Influenza A virus, now known as the Pandemic H1N1 in the United States. Subsequently, the World Health Organization (WHO) declared the first pandemic in over 40 years in recognition of widespread and sustained human-to-human transmission of the virus in multiple regions around the globe. In light of the threat a pandemic can pose to the nation's public health and security, Congress responded by appropriating funding for the "Public Health and Social Services Emergency Fund" to prepare for and respond to the H1N1. These funds are intended to bolster the nation's preparedness and response capabilities in order to decrease morbidity and mortality rates associated with the H1N1.

In response to this public health emergency, the Department of Public Health (DPH), using the above referenced delegated authority, will execute a sole source service agreement with Clear Channel Communications to support DPH's efforts to develop and execute a public awareness media campaign about H1N1. The goals of the campaign include effectively communicating information about the H1N1 vaccine, directing people to their health providers and to the County's website to find out how to obtain the vaccine, targeting at-risk populations and providing education about prevention/protection that includes communication of the message to stay at home when sick.

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Clear Channel is uniquely qualified to perform this work. Clear Channel has partnered with DPH in previous Emergency Preparedness and Response public awareness campaigns, most recently in the countywide "Just Be Ready. Prepare Together.", a multi-cultural, multi-lingual education and outreach emergency preparedness campaign in 11 languages. Clear Channel properties and partners are one of the largest platforms in the world for advertisers and direct distributors for Clear Channel outdoor media including, but not limited to, bus transit shelters, Clear Channel billboards, and other outdoor media in Los Angeles County. Clear Channel Radio, outdoor media venues and events are market share leaders.

Following CEO-Risk Management's recommendation, the insurance portion of the agreement was revised to include language related to broadcasting, and to delete Sexual Misconduct Liability and Property Coverage since they do not apply to the services to be provided by Clear Channel Communications.

The proposed cost for this agreement is \$500,000, for the term upon date of execution through July 30, 2010. Funds are available under CDC Public Health Emergency Response funds NA 1H75TP000350-01 for Fiscal Year 2009-2010.

County Counsel and the CEO have approved the proposed agreement as to form. Attachment I is the Sole Source Checklist, which has been approved and accepted by the CEO.

If you have any questions or require additional information, please let me know.

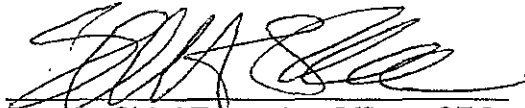
JEF:rdt
DA#1255

Attachment

c: Chief Executive Officer
Acting County Counsel
Executive Officer, Board of Supervisors

ATTACHMENT A

SOLE SOURCE CHECKLIST

Check (✓)	<p align="center">JUSTIFICATION FOR SOLE SOURCE PROCUREMENT OF SERVICES</p> <p><i>Identify applicable justification and provide documentation for each checked item.</i></p>
	➤ Only one bona fide source for the service exists; performance and price competition are not available.
✓	➤ Quick action is required (emergency situation)
	➤ Proposals have been solicited but no satisfactory proposals were received.
	➤ Additional services are needed to complete an ongoing task and it would be prohibitively costly in time and money to seek a new service provider.
	➤ Maintenance service agreements exist on equipment which must be serviced by the authorized manufacturer's service representatives.
	➤ It is most cost-effective to obtain services by exercising an option under an existing contract.
✓	➤ It is the best interest of the County (e.g., administrative cost savings, too long a learning curve for a new service provider, etc.).
	➤ Other reason. Please explain:
	<div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="text-align: center;">  Deputy Chief Executive Officer, CEO </div> <div style="text-align: center;"> 9/30/09 Date </div> </div>